

Utah 2001 Non-Resident Visitor Profile Summary

AGE		TRANSPORTATION		PURPOSE OF STAY		ACTIVITIES		SATISFACTION	
Average (years)	44.1	Motor Vehicle	70%	Business (Net)	26%	General Spending (Net)	47%	Average	7.6
18-34 Years	36%	Air	25%	Transient Business	16%	Shopping	30%	8-10 Excellent	69%
35-49 Years	39%	Other	5%	Other Group Meeting	6%	Dining	28%	4-7 Fair/Good	27%
55+ Years	25%			Convention	4%	Entertainment	16%	1-3 Poor	5%
LIFESTAGE		ACCOMMODATIONS		Leisure (Net)		Sightseeing (Net)		VALUE	
18-34/No Children	11%	Hotel	57%	Visit Friends/Relatives	22%	Sightseeing	27%	Average	7.3
18-34/Children	25%	Private Home	28%	General Vacation	19%	Group Tour	2%	8-10 Excellent	54%
35-54/No Children	12%	Paid non/Hotel	9%	Other Personal	17%	Outdoor Sports (Net)	19%	4-7 Fair/Good	40%
35-54/Children/<\$50K	7%	Other	6%	Special Event	9%	Hike/Bike	5%	1-3 Poor	6%
35-54/Children/\$50K+	20%			Getaway Weekend	6%	Golf	4%		
55+/No Children/<\$50K	7%	RESERVATION TYPE		ORIGIN MARKETS		Adventure Sports	4%	EXPENDITURES	
55+/No Children/\$50K+	17%	No Reservation	39%	<u>States</u>		Hunt/Fish	3%	Average (per person per day)	\$101
		Reservation	61%	Nevada	21%	Boat/Sail	1%	Transportation	36%
		Direct to Location	17%	California	18%	Nature (Net)	18%	Room	19%
		Toll-Free Number	12%	Idaho	14%	National/State Parks	14%	Food	18%
		Computer/Internet	10%	Colorado	7%	Camping	5%	Shopping	15%
		Corporate Travel	9%	Wyoming	7%	Eco-Travel	5%	Entertainment	8%
		Other	9%	Texas	4%	Beach/Waterfront	2%	Other	4%
		Travel Agent	5%	Maryland	3%	Culture (Net)	14%		
				Washington	2%	Historic Site	7%		
				New Mexico	2%	Museum/Art Exhibit	4%		
				Arizona	2%	Concert/Play/Dance	3%		
						Festival/Craft Fair	2%		
				<u>DMA's</u>		Attractions (Net)	13%		
				Las Vegas	18%	Sporting Event	5%		
				Los Angeles	9%	Theme Park	4%		
				Salt Lake City	9%	Night Life	3%		
				Idaho Falls/Pocatello	7%	Gamble	2%		
				Denver	4%	Shows	1%		
				Boise	3%				
				Twin Falls	2%				
				San Francisco Bay Area	2%				
				Colorado Springs	2%				
				San Diego	2%				
EDUCATION		PARTY COMPOSITION						ONE-WAY DISTANCE	
No College	19%	Avg. Party Size	2.8 Pers.					Average Distance	682 Miles
Attended College	31%	One Adult	36%					1-250 Miles	30%
College Grad.	50%	MM/FF	3%					251-500 Miles	20%
Post-Grad. Degree	23%	3+ Adults	13%					501-750 Miles	18%
		Couples	21%					750+ Miles	32%
		Families	27%						